

S/N 09/637,728PATENTIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Joseph C. Jenniges et al.

Examiner: Dick Fults

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Title: COMPUTERIZED AUCTION SYSTEM FOR USE WITH MULTIPLE
PURCHASING MEDIA*Pre
#4/a
S. Cotton
1-16-02*PRELIMINARY AMENDMENTCommissioner for Patents
Washington, D. C. 20231

Please amend the above-identified application as follows:

In the Claims

Please cancel claims 2-3, 8-9, 11-12, 14-15, and 17-18 without prejudice.

Please substitute the claim set in the appendix entitled Clean Version of Pending Claims for the previously pending claim set. The substitute claim set is intended to reflect cancellation of claims 2-3, 8-9, 11-12, 14-15, and 17-18, amendment of previously pending claims 1, 4, 6, 7, 10, 13, and 16. The specific amendments to individual claims are detailed in the following marked up set of claims.

1. (Amended) A computerized auction system comprising:

a database of auction items available for purchasing in accordance with a set of rules associated with an auction, said database including at least one auction item and program data for a plurality of incentive reward programs [program], the at least one auction item having a bid value [in a first media type], said program data including a [second] program incentive reward media type for each of the plurality of incentive reward programs;

an auction server operative to receive a request from a participant [requests] for displaying the auction items, said participant associated with one of the plurality of incentive reward programs; and